

ABSTRACT OF THE DISCLOSURE

The characteristics of processing operation tendency, performance, etc., peculiar to image data acquisition means (digital still camera) are previously examined and the image data processing contents considering the characteristics of the digital still camera are preset in an image data processing content storage section 13 in correspondence with the model name of the digital still camera. The image data acquired with one digital still camera is read into an image data read section 11, a model determination section 12 determines the model name, an image data processing section 14 selects the image data processing contents corresponding to the determination result in response thereto and processes the image data in accordance with the image data processing contents, and a print processing section 15 performs print processing. The image data processing to be performed includes image data correction processing for making a color correction, etc., and resizing processing for enlarging or reducing the image data corresponding to the model.